

Message Text

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43

ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 EB-11 SS-15 CIAE-00 INR-10

LAB-06 NSAE-00 PA-03 RSC-01 SIL-01 USIA-15 PRS-01

DRC-01 /081 W

----- 121353

R 011800Z OCT 73

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 9880

INFO AMCONSUL RIO DE JANEIRO

UNCLAS BRASILIA 6349

E.O. 116528 N/A

TAGS: BEXP, BR

SUBJECT: EXPO'74 WORLD'S FAIR

REF: STATE 188639

1.ASST SECRETARY DOBBIN AND PARTY MET WITH FOREIGN

MINISTRY OFFICIALS AND WITH MINISTER OF INDUSTRY AND
COMMERCE TO URGE GOB PARTICIPATION IN EXPO 74, SPOKANE
WORLD'S FAIR. IN DETAILED US PRESENTATION FOLLOWING
POINTS WERE EMPHASIZED.

2. BRAZIL CAN RENT SPACE IN BUILDING BEING CONSTRUCTED
FOR EXHIBITIONS. COST WORLD ACCORDINGLY BE FAR LESS THAN
\$1.5 MILLION ESTIMATED BY GOB.OUR EXPERTS JUDGE THAT
FOR 300,000

A FIRST RATE SHOW COULD BE ORGANIZED. OTHER
PRINCIPAL FOREIGN NEIGHBORS IN THE WESTERN HEMISPHERE
HAD AGREED TO PARTICIPATE. THE OTHER MOST IMPORTANT
COUNTRY IN HEMPISPHERE WAS BRAZIL, WHOSE ABSENCE WOULD
BE NOTED. EMPHASIS IN FAIR FOR FOREIGN PARTICIPANTS
WAS BEING BROADENED AND SHIFTED FROM ENVIRONMENT THEME.
COUNTRIES WOULD BE ABLE TO EMPHASIZE HISTORICAL LAND-
MARKS OR ARCHEOLOGICAL SITES. SPECIALIZED PRODUCTS COULD
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BE FEATURED. CONSEQUENTLY COUNTRIES COULD OBTAIN DIRECT

BENEFITS IN TERMS OF TOURISM AND SALES.
MARKET POTENTIAL IN WEST IS GREAT. ATTENDANCE AT FAIR
WILL BE LARGE. FAIR WOULD
BE EXCELLENT VEHICLE FOR
BRAZIL TO LAUNCH SUSTAINED EFFORT IN WEST.

3. FONOFF OFFICIALS, WHO HAVE CONTROLLING VOICE IN
DECISIONS ON FAIRS, WELCOMED ADDITIONAL FACTS AND PER-
PECTIVES. THEY STATED THEY WOULD REEXAMINE CASE ONE

AGAIN BUT NOTED THAT FAIRS OF SPOKANE TYPE BRING ONLY
MARGINAL COMMERCIAL RETURNS, THAT BUDGET FOR NEXT
YEAR WAS ALREADY ALLOCATED, AND THAT EVEN THE
\$300,000 WAS NOT AT PRESENT AVAILABLE.
CRIMMINS

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Disposition Event:
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